

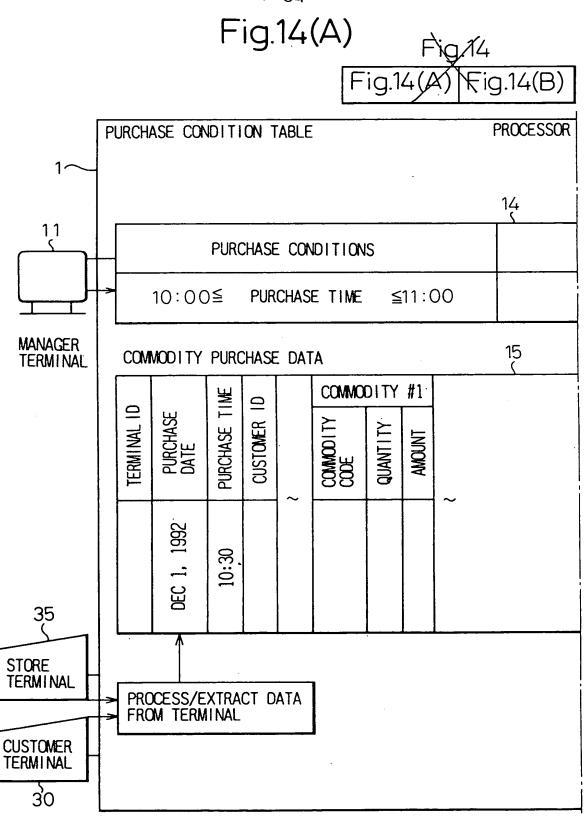
17/ 54 Fig.11(A) Fig.11(B) Fig.11(4 **PROCESSOR** PURCHASE CONDITION TABLE 14 11 PURCHASE CONDITIONS PURCHASE DATES = FEB 1, 1993 TO MAR 1, 1993 WITH TOTAL AMOUNT OF OVER \$20000MANAGER TERMINAL 15 COMMODITY PURCHASE DATA COMMODITY #1 CUSTOMER QUANT! TY FEB MAR 35 STORE TERMINAL PROCESS/EXTRACT DATA FROM TERMINAL CUSTOMER TERMINAL

30

19/ 54 Fig.12(A) Fig.12( **PROCESSOR** PURCHASE CONDITION TABLE 14 .11 PURCHASE CONDITIONS CALCULATION BASE **RATE** TOTAL PURCHASE AMOUNT AREA CODE = 1234 3% MANAGER TERMINAL 15 COMMODITY PURCHASE DATA COMMODITY #1 QUANTI TY AMOUNT DEC 1, 35 STORE TERMINAL PROCESS/EXTRACT DATA FROM TERMINAL CUSTOMER TERMINAL 30

<sup>21</sup>/<sub>54</sub> Fig.13(A) **PROCESSOR** PURCHASE CONDITION TABLE 14 11 CALCULATION BASE PURCHASE CONDITIONS **RATE** PURCHASE DATA= CUSTOMER'S BIRTHDAY TOTAL PURCHASE AMOUNT 3% MANAGER TERMINAL 15 COMMODITY PURCHASE DATA COMMODITY #1 QUANTITY **AMOUNT** 35 STORE TERMINAL PROCESS/EXTRACT DATA FROM TERMINAL CUSTOMER TERMINAL 30

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25<sub>/54</sub> Fig.15(A) Fig.15 **PROCESSOR** PURCHASE CONDITION TABLE 14 MANAGER TERMINAL PURCHASE CONDITIONS 110 COMMODITY CODE = 1234 OR 1235 OR 1236 OR 1237... 15 COMMODITY #1 PURCHASE TIME CUSTOMER: 1D FERMINAL ID QUANTITY **AMDUNT** COMMODITY CODE COMMODITY NAME 1992 ) 12c DEC 1, 35 **STORE TERMINAL** PROCESS/EXTRACT DATA FROM TERMINAL CUSTOMER TERMINAL 30

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Fig.16(A) ig.16(B) **PROCESSOR** PURCHASE CONDITION TABLE 14 CALCULATION BASE **RATE** PURCHASE CONDITIONS 11 TOTAL PURCHASE AMOUNT 1% 1≦ TOTAL PURCHASE ACTIONS ≦30 TOTAL PURCHASE 31≦ TOTAL PURCHASE ACTIONS ≦60 2°/0 **AMOUNT** 15 MANAGER TERMINAL COMMODITY PURCHASE DATA COMMODITY #1 QUANTITY DEC 1, 1992 35 STORE TERMINAL PROCESS/EXTRACT DATA FROM TERMINAL CUSTOMER **TERMINAL** 30

29/ 54 Fig.17(A) ig.17(B) Fig.17( **PROCESSOR** 14 PURCHASE CONDITION TABLE PURCHASE CONDITIONS CALCULATION BASE **RATE** 11 NUMBER OF TOTAL PURCHASE ≦100 1 % 1≦ **ACCESSES AMOUNT** TOTAL PURCHASE NUMBER OF ≦300 101≦ 2% **AMOUNT ACCESSES** MANAGER TERMINAL COMMODITY PURCHASE DATA DEC 1, 1992 **ESTABLISH** SESSION IDNETIFY CUSTOMER ESTABLISH CUSTOMER TERMINAL SESSION MENU • SERVICE PROCESS/EXTRACT DATA FROM TERMINAL GUIDE COMMODITY PURCHASE

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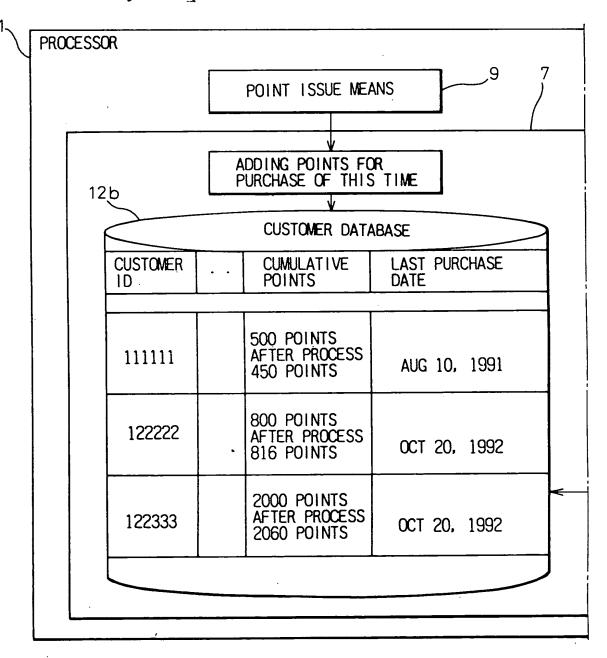
Fig.18(A) ig.18(B) Fig.180 **PROCESSOR** PURCHASE CONDITIONS TABLE 14 CALCULATION **RATE** PURCHASE CONDITION BASE 11 TOTAL PURCHASE CUMULATIVE PURCHASE AMOUNT ≦20000 1º/6 10000≦ **AMOUNT** TOTAL PURCHASE CUMULATIVE PURCHASE AMOUNT 20001≦ ≦40000 2% **AMOUNT** MANAGER TERMINAL 15 COMMODITY PURCHASE DATA COMMODITY #1 QUANTITY AMOUNT DEC 1, 1992 35 STORE TERMINAL PROCESS/EXTRACT DATA FROM TERMINAL CUSTOMER TERMINAL 30

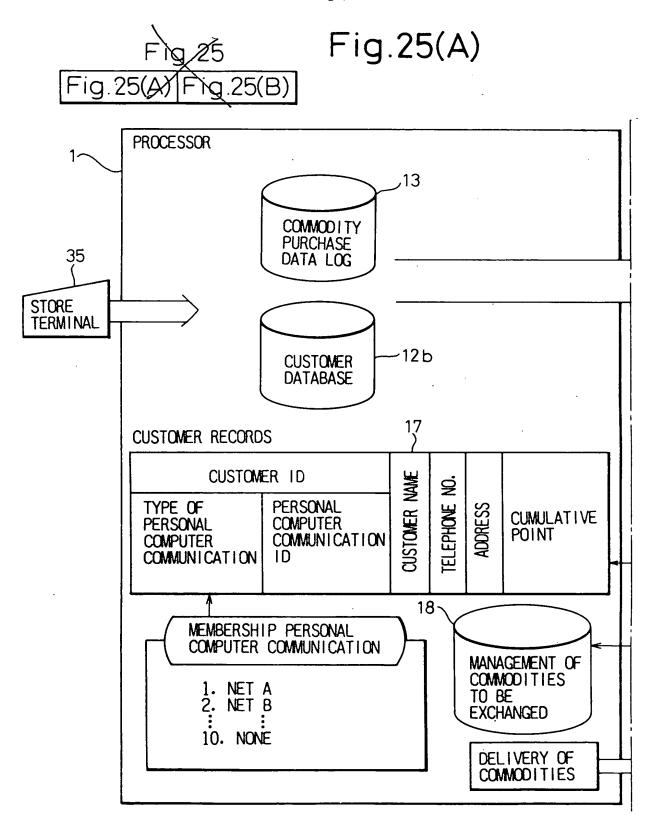
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Fig.19(A) ig.19(B) **PROCESSOR** PURCHASE CONDITIONS 14 CALCULATION BASE PURCHASE CONDITION **RATE TABLE** 1,1 TOTAL PURCHASE 4% CUSTOMER RANK=AAA **AMOUNT** TOTAL PURCHASE 2% CUSTOMER RANK=AA OR A **AMOUNT** MANAGER TERMINAL 15 COMMODITY PURCHASE DATA COMMODITY #1 QUANT I TY, AMOUNT 1992 DEC 1, 35 STORE TERMINAL PROCESS/EXTRACT DATA FROM TERMINAL CUSTOMER TERMINAL 30

Fig.21 Fig.21(A) Fig.21(B)

Fig.21(A)





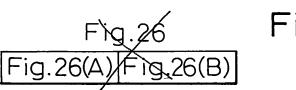


Fig. 26(A)

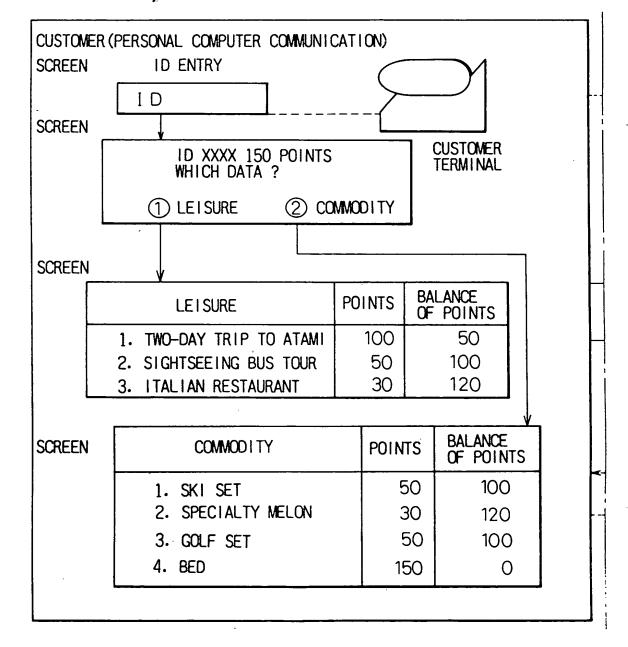


Fig.27(A) Fig. 27(A CUSTOMER (PERSONAL COMPUTER COMMUNICATION) **SCREEN** ID ENTRY 30~ ID **SCREEN** CUSTOMER ID XXXX 150 POINTS TERMINAL WHICH DATA ? (2) COMMODITY (1) LEISURE (3) GIFT CARD (1)**LEISURE** YOUR POINTS: 150 **POINTS CONTENTS POINTS** TO TARGET 1. ATAMI HOT SPRING 500 350 -1502. RESTAURANT 100 250 400 3. KARUIZAWA HOTEL (2)YOUR POINTS:150 COMMODITY **POINTS POINTS** CONTENTS TO TARGET 1. SKI SET 500 3,50 2. GOLF SET 250 400 400 250 3. BED 3 **GIFT** YOUR POINTS: 150 **POINTS** CONTENTS **POINTS** TO TARGET 1. DEPARTMENT STORE (CORRESPONDING TO ¥50000) 2. BOOK COUPONS 300 150 450 600 500 350 TELEPHONE CARD (¥10000)

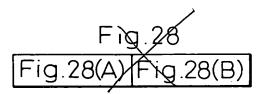


Fig. 28(A)

